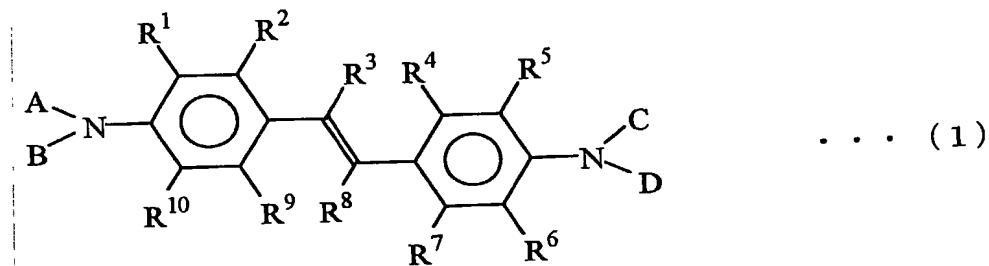


WHAT IS CLAIMED IS:

1. A novel styryl compound represented by the following general formula (1):

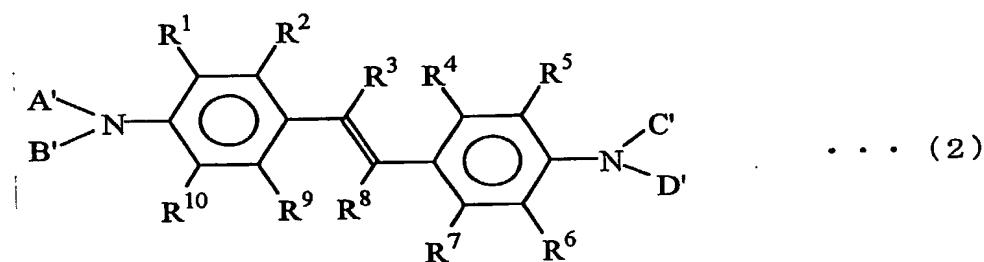


wherein R<sup>1</sup> to R<sup>10</sup> each independently represent hydrogen atom, a substituted or unsubstituted alkyl group having 1 to 30 carbon atoms, a substituted or unsubstituted alkoxy group having 1 to 30 carbon atoms, a substituted or unsubstituted aryl group having 6 to 20 carbon atoms, a substituted or unsubstituted aryloxyl group having 6 to 18 carbon atoms, a substituted or unsubstituted condensed polycyclic group having 6 to 30 carbon atoms, a substituted or unsubstituted heterocyclic group having 5 to 30 carbon atoms, amino group, an alkylamino group having 2 to 30 carbon atoms, an arylamino group having 6 to 30 carbon atoms, cyano group, nitro group, hydroxyl group or a halogen atom, and adjacent groups among groups represented by R<sup>1</sup> to R<sup>10</sup> may be bonded to each other and form a saturated or unsaturated carbon ring; and

A, B, C and D each independently represent a substituted or unsubstituted alkyl group having 1 to 20 carbon atoms or a substituted or unsubstituted aryl group having 6 to 40 carbon atoms, and at least two of A, B, C and D each represent a group represented by -Ar<sup>1</sup>-Ar<sup>2</sup>, Ar<sup>1</sup>

representing a substituted or unsubstituted phenylene group or naphthalene group and Ar<sup>2</sup> representing a substituted or unsubstituted aryl group having 6 to 34 carbon atoms, excluding a case in which A and C represent biphenyl group and B and D represent phenyl group.

2. A novel styryl compound represented by the following general formula (2):



wherein R<sup>1</sup> to R<sup>10</sup> each independently represent hydrogen atom, a substituted or unsubstituted alkyl group having 1 to 30 carbon atoms, a substituted or unsubstituted alkoxy group having 1 to 30 carbon atoms, a substituted or unsubstituted aryl group having 6 to 20 carbon atoms, a substituted or unsubstituted aryloxy group having 6 to 18 carbon atoms, a substituted or unsubstituted condensed polycyclic group having 6 to 30 carbon atoms, a substituted or unsubstituted heterocyclic group having 5 to 30 carbon atoms, amino group, an alkylamino group having 2 to 30 carbon atoms, an arylamino group having 6 to 30 carbon atoms, cyano group, nitro group, hydroxyl group or a halogen atom, and adjacent groups among groups represented by R<sup>1</sup> to R<sup>10</sup> may be bonded to each other and form a saturated or unsaturated carbon ring; and

A', B', C' and D' each independently represent a substituted or

unsubstituted alkyl group having 1 to 20 carbon atoms or a substituted or unsubstituted aryl group having 6 to 40 carbon atoms, and A' and C' each represent a substituted or unsubstituted condensed hydrocarbon group having 2 to 5 rings.

3. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a light emitting layer, wherein at least one of the layers of the film of organic compounds comprises a novel styryl compound described in Claim 1.
4. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a light emitting layer, wherein at least one of the layers of the film of organic compounds comprises a novel styryl compound described in Claim 2.
5. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a light emitting layer, wherein the light emitting layer comprises a novel styryl compound described in Claim 1.
6. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a

light emitting layer, wherein the light emitting layer comprises a novel styryl compound described in Claim 2.

7. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a light emitting layer, wherein an electron injecting layer or a hole injecting layer comprises a novel styryl compound described in Claim 1.

8. An electroluminescence device comprising a pair of electrodes and a film of organic compounds which is disposed between the pair of electrodes and comprises a single layer or a plurality of layers comprising at least a light emitting layer, wherein an electron injecting layer or a hole injecting layer comprises a novel styryl compound described in Claim 2.

9. An electroluminescence device according to Claim 5, wherein a layer of an inorganic compound is disposed between the light emitting layer and the electrode.

10. An electroluminescence device according to Claim 6, wherein a layer of an inorganic compound is disposed between the light emitting layer and the electrode.